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May 8, 2018

**VIA ECFS**

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, SW, Room TW-A325  
Washington, DC 20554  
Re: Dockets 17-79

**EX PARTE**

Dear Ms. Dortch:

We have been a participant in this rulemaking and support the goal of rapid 5G implementation and winning "The Race to 5G". However, we believe that there is serious culture problem in the cellular industry now with respect for consideration for physical design of both traditional base stations and the newer small base stations so that the designs are appropriate for the location of these installations.

While the industry has shown itself capable of designing and installing very neat small base stations, it also is installing quite messy ones on utility poles even in the present era of local government oversight. We support limiting such oversight, but unless the industry changes its culture on this issue there is a real risk of a grass root reaction to messy construction near eye level in 1000s of neighborhoods across the country.

Regulation, federal or local, in **not** the answer. Industry responsibility is.

Attachment 1 shows a set of goals submitted by Crown Castle, a major infrastructure builder, in previous filings in this proceeding. We suggest that commissioners and senior WTB officials press the industry as a whole for a public commitment to a similar set of goals and for nongovernmental oversight of the compatibility of new construction to such goals. Attachment 2 is a recent article in a cellular industry publication on this issue.

I would also like to remind the Commission of the *Wall Street Journal* letter to the editor by TAC member and cellular pioneer Martin Cooper that was published on April 11th. It also takes a critical view of current industry practice. ([https://www.wsj.com/articles/perhaps-5g-pizza-boxes-for-the-white-house-1523484327?shareToken=std39fe1cab3634a1c8b7ec4e0fb53c70f&reflink=article\\_email\\_share](https://www.wsj.com/articles/perhaps-5g-pizza-boxes-for-the-white-house-1523484327?shareToken=std39fe1cab3634a1c8b7ec4e0fb53c70f&reflink=article_email_share))

Sincerely,

/s/

Michael J. Marcus, Sc.D., F-IEEE  
Director



**Small cellular base station equipment on "Scenic Byway"  
MacArthur Blvd., Potomac MD**

(Note that using boxes the same color and minimal use of inexpensive, \$0.06 each, cable ties could have improved the appearance of this installation, although it is unclear if this is the appropriate design for a "scenic byway"..)